

552, 451

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
21 October 2004 (21.10.2004)

PCT

(10) International Publication Number
WO 2004/090762 A1

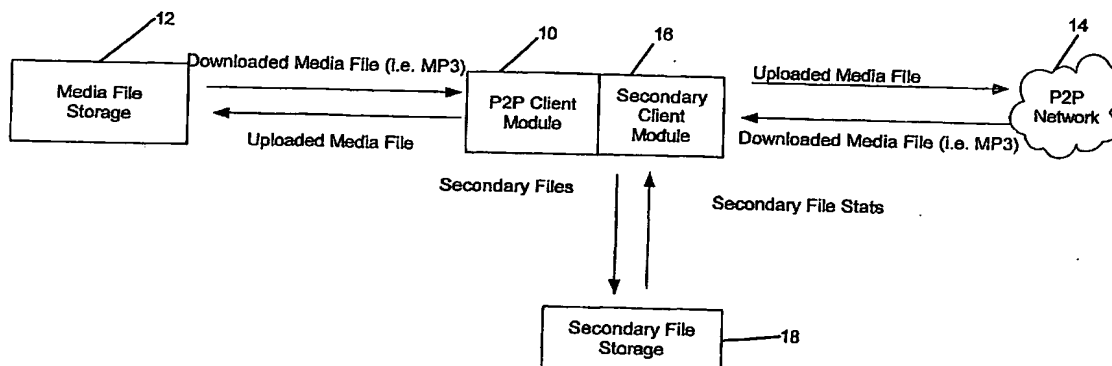
- (51) International Patent Classification⁷: **G06F 17/60**
- (21) International Application Number:
PCT/CA2004/000487
- (22) International Filing Date: 5 April 2004 (05.04.2004)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
2,424,771 7 April 2003 (07.04.2003) CA
- (71) Applicant (for all designated States except US): **BUZZ TECHNOLOGIES** [CA/CA]; c/o 73 Lindenwood Drive East, Winnipeg, Manitoba R3P 1M8 (CA).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **CABRERA, Harold, Cruz** [CA/CA]; 701 Cambridge Street, Winnipeg, Manitoba R3M 3G2 (CA). **SLOANE, Richard, Bruce** [CA/CA]; 14 - 600 McMillan Avenue, Winnipeg, Manitoba R3L ON6 (CA). **WACH, Stephen, Andrew** [CA/CA]; 23-348 Arbuthnot Street, Winnipeg, Manitoba R3M 2R4 (CA). **GESKE, Kyle, Andrew, McGrath** [CA/CA]; 6-469 Beresford Avenue, Winnipeg, Manitoba R3L 1J4 (CA).
- (74) Agent: **AIKINS PATENT COMPANY**; 30th Floor - 360 Main Street, Winnipeg, Manitoba R3C 4G1 (CA).
- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: SYSTEM AND METHOD FOR ATTACHING ADVERTISEMENTS TO MEDIA FILES



(57) Abstract: A system and method for appending at least one secondary file to a primary file creating a composite file to be shared by a user of a peer-to-peer (P2P) file sharing network. The secondary files are dynamically attached to primary files using a secondary client module and a secondary file storage system integrated with the P2P client. An encrypted data segment prevents unauthorized decoupling of the composite file.

WO 2004/090762 A1